

THE GREEN ARCHER

**MIGHTY
COLUMBIA
SERIAL
REPRINT!**

*This Is Your
ONE-SHEET*

•
*Other Accessories
Include:*

- AD MATS
- PUBLICITY MATS
- STILL SETS
- EXPLOITATION MATS
- TRAILER
- CUTOUT STANDEES

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From National Screen*

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NOTICE

This space will be
filled by separate
titles and scenes
for each chapter.

A COLUMBIA SERIAL REPRINT

Club Card for Youngsters!

See that every youngster in town learns about "The Green Archer" by printing and distributing club cards like the one shown here. Print in green, or on green stock. If you wish, the cards can be consecutively numbered in printing for a "lucky number" contest. Offer promoted gift merchandise as a prize at the end of the serial showing to the "lucky member" card which has been punched all fifteen times; thus a youngster not only gets to see the last chapter free after having seen the previous fourteen, but he also stands a chance to win a grand prize. Weekly "lucky number" contests might include the giving away of prizes to "lucky number" card holders after they have attended a chapter showing.

THE GREEN ARCHER CLUB		8	1
 NAME _____	9	2	
	10	3	
	11	4	
	12	5	
	13	6	
	14	7	
	15	FREE	
	See 14 Chapters of "The Green Archer" and have this card punched each week. Then present card at dear and see last chapter absolutely FREE!		
	STATE THEATRE		

Order Mat 2-D (same size as shown) from National Screen Service.

ARCHERY CONTEST

Arrange a series of archery contests for kids right in your own lobby! Contest should be held every Saturday morning, with youngsters divided into different age groups. The purchase of a theatre ticket entitles each youngster to enter the contest and test his skill with a bow and arrow. Inexpensive archery sets can be obtained from local sporting goods store in a mutually beneficial tie-up. Weekly winners for the first ten weeks should be awarded archery sets as prizes, with finals conducted over the last five weeks to determine a grand prize winner. The grand prize might be a gift certificate for any purchase at the cooperating sporting goods store.

'ARCHER' BALLY

Send a man, dressed in a Green Archer hunting costume and carrying a bow and a set of arrows, through the main shopping and business districts. In particular, be sure he covers the school districts during the hours when the youngsters will be exiting from the school as well as other places where they congregate. He should be carrying a sign, reading: "The Green Archer Hits the Bull's-Eye for Chills and Thrills! See it at the Theatre! Every Saturday!"

ARROW POINTERS

Make use of the "arrow" theme in "The Green Archer" by placing arrows, aimed in the direction of your theatre on poles, fences, billboards and empty store windows. Be sure the arrows are cut from green cardboard and are imprinted: "See 'The Green Archer.' Theatre. Every Saturday."

MARQUEE

The importance of serials in attracting audiences is proof enough that "The Green Archer" rates marquee attention! Many theatres around the country place their chapter play schedules on their marquees, giving the serials as much prominence as their feature pictures. This is especially true, and especially valuable, for the first four or five chapters, which should clinch future audience attendance. Try it in your situation!

BOOK STORES

"The Green Archer" is based on a novel by Edgar Wallace, one of the world's best-known writers of mystery fiction. Take advantage of this by arranging for displays of Edgar Wallace books in all bookstores along with stills from "The Green Archer" and a credit card plugging your theatre and playdate. Arrange, too, for bookmarks listing the Wallace titles.

Valance!

Add to the effectiveness of your marquee by using this 3' x 9' silkolene flash piece every time you play a new episode. Priced at \$9.75, a mere 65c per chapter, it can be ordered direct from National Flag Company, 43 West 21st Street, New York 10, N. Y.



SPORTS STORES

Go after local sporting goods stores for help in promoting "The Green Archer." Have them set up window and counter displays of archery equipment, providing them with stills and posters plugging your theatre and playdates. It might be possible to get the sporting goods stores to enter into cooperative advertising on the serial by having them advertise archery equipment in local papers while mentioning "The Green Archer," your theatre and playdates. Borrow archery equipment for use in a lobby display.

BALLOON STUNT

Insert into dark-green colored balloons a dyed-green feather and a card reading . . . "Return the Enclosed Feather to the Theatre for a Guest Ticket to See 'The Green Archer.'" Inflated balloons should be released from the top of a tall building in the center of town. Add playdate credits to balloon message.

HERALD HANDOUT

Use Ad Mat No. 202, available in Special Mat No. 1 (see page 4) or separately from National Screen, as the basis for a herald. Back of handout might contain dealer ad to defray expenses.

TRAILER

An action-filled trailer loaded with the kind of suspense and thrills your serial fans dream of! Use it two weeks in advance! Order it now from your nearest National Screen Service exchange.

Victory Stars In 'Green Archer' As a Private Eye

(Review)

The opening chapter of Columbia Pictures' sensational serial reprint, "The Green Archer," yesterday exploded on the screen of the Theatre, thrilling moviegoers with its nerve-tugging excitement. Remaining chapters of the action-packed adventure, which stars Victor Jory and features Iris Meredith, will follow every It is a breathless story of modern-day mystery and adventure.

Based upon the hair-raising best-seller by ace mystery writer Edgar Wallace, "The Green Archer" hits the big screen for thrill-lovers as the tell of a private detective's efforts to unravel the web of mystery surrounding a weird castle and its strange occupant, the Green Archer. As the sleuth, Jory wears a forceful, exciting portrayal. During the course of the film, according to Hollywood, he is many times threatened with death: by electrocution, incineration in a flaming airplane, by automobile crashes, drowning while weighted down with a ship's anchor and by poisoned arrows, the last, of course, from the bow of the Green Archer. As the girl entangled in the mystery which surrounds the terror-stalked castle, beautiful Iris Meredith is splendid.

Action fans will love "The Green Archer" with its shuddering mystery, its slithering thrills and its blazing action.

"The Green Archer" was directed by James W. Horne from a screen play by Morgan B. Cox, John Cutting, Jesse A. Duffy, and James W. Horne.

Boxoffice to Screen For 'Archer' Girl

From theatre boxoffice to theatre screen is quite a step, but Iris Meredith made it. Miss Meredith is Victor Jory's leading lady in Columbia's exciting serial reprint, "The Green Archer," currently appearing at the Theatre every

A native of Sioux City, Iowa, Iris came to Hollywood to make the studio rounds. Work being a necessity, she got a job as cashier in one of the Hollywood theatres. The first month on her job, a movie producer stepped up to her window and was so struck by her beauty that he recommended a screen test. From that moment on, Iris' Hollywood future was assured.

In "The Green Archer," Miss Meredith plays a society debutante and Jory the detective who attempts to solve the mystery of a terror-stalked castle and its strange inhabitant, the Green Archer. Based on a book by Edgar Wallace, "The Green Archer" was written for the screen by Morgan B. Cox, John Cutting, Jesse A. Duffy, and James W. Horne.

'Archer' Ends Run

The final chapter of Columbia Pictures' serial reprint, "The Green Archer," will be shown at the Theatre on Suspenseful story of a strange castle and its inhabitant, "The Green Archer" stars Victor Jory as a private detective and Iris Meredith as his romantic interest. The serial was directed by James W. Horne from a screen play by Morgan B. Cox, John Cutting, Jesse A. Duffy and James W. Horne.



"The Green Archer" Mat 2-C
Victor Jory, center, stars as a private detective in Columbia Pictures' serial reprint, "The Green Archer," at the Theatre every Iris Meredith is featured.

'The Green Archer' Former Champ Stars Suspense-Thriller In 'Green Archer'

(General Advance)

A sensational story from the pen of one of the greatest mystery writers of all time, Edgar Wallace, serves as the basis for Columbia Pictures' serial reprint, "The Green Archer," which is set to open at the Theatre, with a new episode every thereafter.

The fifteen action-packed episodes of "The Green Archer" face Jory with some of the most hazardous risks ever filmed. During the course of the film, he is threatened with death by electrocution, incineration in a flaming airplane, drowning while weighted down with a ship's anchor, stumbling into high-voltage wires, shooting by poisoned arrows and involvement in almost 30 automobile chase and smash-up scenes.

As the private detective who faces all these and other perils in his efforts to solve the baffling mystery of "The Green Archer," Jory is excellent, and Iris Meredith is lovely as the girl entangled in a web of evil which surrounds the terror-stalked castle. Although he is one of the most important characters in the cast, with his arrows playing a major role in every chapter of the serial mystery, the identity of the Green Archer is not revealed until the concluding chapter.

The screen version for "The Green Archer" was penned by Morgan B. Cox, John Cutting, Jesse A. Duffy, and James W. Horne. The serial was directed by James W. Horne.

The 'Green Archer'

The first episode of Columbia Pictures' serial reprint, "The Green Archer," will be shown at the Theatre starting with succeeding Based on the book by Edgar Wallace, "The Green Archer" is the story of a terror-stalked castle and its strange inhabitant, the Green Archer. Victor Jory stars as a private detective and Iris Meredith is featured. "The Green Archer" was directed by James W. Horne from a screen play by Morgan B. Cox, John Cutting, Jesse A. Duffy and James W. Horne.

Important!

Two additional publicity scenes—one column Mat 1-A and two-column Mat 2-A—appear in Special Mat. No. 1 (page 4).

CAST

Spike Holland Victor Jory
Valerie Howell Iris Meredith
Abel Balany James Croyen
Seville Robert Blake
Blaine Balany Dorothy Faye
Hawest Forest Taylor
Brad Jack Ingram
Inspector Ross Joseph W. Girard
Captain Thompson Fred Kelsey
Dinky Kit Quaid

STORY

(Not for Publication) Michael Bellamy (aka: Gary Castle) had his brother Abel who has imprisoned unjustly and moves into the castle himself. When Michael's wife, Elaine, fails to return after visiting Abel, he hires Valerie Howell, accompanied by Mr. Horne and Spike Holland, a detective, to find the missing Elaine, determined to investigate the case. Learning of this, Abel is afraid that they will discover his association with a gang of jewel thieves and desperately tries to have them all killed. Each attempt, though, is thwarted by the Green Archer, who is always there with his deadly bow and arrows whenever needed. It isn't until Abel succeeds in capturing Mr. Horne, Holland and Valerie that the Green Archer reveals his identity. Conquering Abel after a fierce struggle, he releases the prisoners and unmask himself as Michael Balany.

CREDITS

Screen play by Morgan B. Cox, John Cutting, Jesse A. Duffy and James W. Horne. Based upon the novel "The Green Archer" by Edgar Wallace; Photography, James S. Brown, Jr.; Film Editor, Dwight Caldwell and Earl Turner; Music by Lee Zashler; Director, James W. Horne; Assistant Director, Carl Hiesher; Sound Engineer, Tom Lomhart; Professor, Louis Darmour; A Columbia Serial Reprint.

CHAPTER TITLES

- | | |
|--------------------------------|--------------------------------|
| 1. "PRISON BARS BECKON" | 9. "THE MIRROR OF TREACHERY" |
| 2. "THE FACE AT THE WINDOW" | 10. "THE DAGGER THAT FAILED" |
| 3. "THE DEVIL'S DICTOGRAPH" | 11. "THE FLAMING ARROW" |
| 4. "VANISHING JEWELS" | 12. "THE DEVIL DOGS" |
| 5. "THE FATAL SPARK" | 13. "THE DECEIVING MICROPHONE" |
| 6. "THE NECKLACE OF TREACHERY" | 14. "END OF HOPE" |
| 7. "THE SECRET PASSAGE" | 15. "THE GREEN ARCHER EXPOSED" |
| 8. "GARR CASTLE IS ROBBERD" | |

OFFICIAL BILLING

THE GREEN ARCHER

starring

VICTOR JORY

with

IRIS MEREDITH

Based upon the novel, "THE GREEN ARCHER," by EDGAR WALLACE 100%

Screenplay by MORGAN B. COX, JOHN CUTTING, 15%

JESSE A. DUFFY, JAMES W. HORNE 15%

Directed by JAMES W. HORNE 15%

A COLUMBIA SERIAL REPRINT 25%

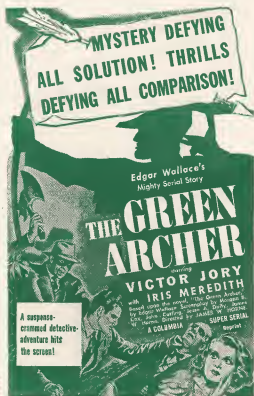
Modern Robin Hood In 'Green Archer'

Despite its title, reminiscent as it is of Robin Hood and similar legendary figures out of the past, Columbia Pictures' serial reprint, "The Green Archer," is a modern mystery-adventure, replete with gangsters, a private eye and a beautiful society girl. "The Green Archer," at the Theatre every stars Victor Jory as the sleuth with Iris Meredith featured as the debutante.

According to the players, "The Green Archer" packs more action into its fifteen thrilling episodes than any recent Hollywood Westerns. "In Westerns," they said, "the horse is the unit of speed, and the dramatic pace, however fast, is bound to be that of a horse-and-backwood. In "The Green Archer," the setting is a big modern city. The outlaws ride in supercharged cars, not on horseback, and their guns are machine-guns, not six-shooters. The tempo's a thousand times faster."



"The Green Archer" Mat 2-B
STAR VICTOR JORY, center, battles killers in "The Green Archer." Columbia Pictures' serial reprint at the Theatre every Iris Meredith is featured.



Ad Mat 202—172 Lines (2 Cols. x 86 Lines)



(Add Chapter
Title Here)

Edgar Wallace's
"THE GREEN ARCHER"
starring
VICTOR JORY
A COLUMBIA SUPER SERIAL Reprint

Ad Mat 201—56 Lines (2 Cols. x 28 Lines)

**HITS THE
BULL'S-EYE
FOR THRILL
LOVERS**

Suspense and explosive
action unsurpassed in
any detective super-
serial!

Edgar Wallace's
Mighty Serial Story



**THE GREEN
ARCHER**

starring
VICTOR JORY
with **IRIS MEREDITH**
Based upon the novel "The Green Archer"
by Edgar Wallace. Screenplay by Norman
Lee, John C. Coffey, and "Duffy" Jones.
Story by James A. Duffy. Directed by JAMES W. HOGAN.
A COLUMBIA SUPER SERIAL Reprint

Ad Mat 103—83 Lines



Mat 2-A (L. to R.: Green Archer, Iris Meredith
and Victor Jory)



Ad Mat 101—14 Lines

**MYSTERY THAT
BAFFLES! THRILLS
THAT CHILL! SUSPENSE
THAT TERRIFIES!**



Edgar Wallace's
Mighty Serial Story

**THE GREEN
ARCHER**
starring
VICTOR JORY
with **IRIS MEREDITH**
Based upon the novel "The Green Archer"
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A COLUMBIA SUPER SERIAL Reprint

Stall-raising
adventure by
the master
of mystery!

A COLUMBIA SUPER SERIAL Reprint

Ad Mat 102—66 Lines



Mat 1-A (Iris Meredith
and Victor Jory)

**COMPOSITE
CAMPAIGN MAT:**

A complete campaign available on one mat! Order Special Mat No. 1 from National Screen Service. Individual elements in this composite mat may also be ordered by separate identification numbers at the regular mat prices.

**SPECIAL
MAT No. 1**